

## MEDIA RELEASE

### Make Australia Day an Aussie Citrus Celebration

There's no better partner for an Australia Day barbeque than juicy Australian citrus fruit – you can eat it, drink the juice and cook with it. But how do you find it in a market currently crowded with imported fruit?

“Citrus is seasonal but supermarkets insist on year-round availability so they are currently stocking navel oranges, lemons, grapefruit and mandarins imported from the northern hemisphere where it is winter,” explained Judith Damiani, CEO of industry peak body Citrus Australia. “But you can still support Aussie farming families because there are plenty of juicy local Valencia oranges available – just look for the Product of Australia labelling on the shelf. There are also some Australian limes and grapefruit still available, so insist on your local supermarket stocking Aussie citrus.”

Valencia oranges are often overlooked because of the unripe appearance but it is that very feature that protects the citrus from Australia's extreme conditions. Just like other sun-smart Aussies, locally grown Valencias apply their own natural sunscreen to protect the fruit's inner-flesh from damaging UV rays. The natural defence causes the Valencia to reabsorb chlorophyll, which turns the skin slightly green and can make a ripe orange look like it's not.

As Australia's only orange variety grown at the height of summer, this re-greening process keeps the inside fresh and allows the variety to thrive in hot conditions.

“Don't be put off by the green appearance; the Valencia is one of the sweetest varieties and under the skin the flesh is bright orange, extremely juicy and nearly seedless – making it ideal for juicing,” Ms Damiani said. “The Valencia is not just sun-smart, it is a smart choice – just one Valencia contains two days' supply of Vitamin C. They're also a good source of antioxidants and serve as a healthy defence against blood pressure, cancer and heart disease.”

And if you are looking for a refreshing Australia Day cooler or cocktail ingredient, you can't go past fresh Aussie orange juice. Australian fresh juices can be found in the chiller section of your local shop or supermarket. They will have an *Aussie Grown* logo or *Product of Australia* on their packaging.

The *Aussie Grown, supported by Australian Citrus Growers* logo indicates the endorsement of Citrus Australia. The logo cannot be bought and is designed to help consumers make an informed choice when buying Australian juices. Citrus Australia exists purely for the benefit of Australian farmers so its endorsement is not tarnished by any motive except to provide a retail edge to companies that support locally grown produce.

The following Australian juices proudly use the endorsement logo: Berri Australian Grown, Original Juice Black Label Orange Juice, Curlwaa Fresh Orange Juice and Nippy's Orange Juice.

**Ends**